

Human Relations in Marketing

Textbook/Competency Cross-reference

Competency	<i>Entrepreneurship and Small Bus. Mgmt.</i>	<i>Mkt. Essentials, 1st Ed.</i>	<i>Mkt. Essentials, 2nd Ed.</i>	<i>Mkt. Found. & Functions</i>	<i>Mkt. Practices & Principles</i>	<i>Retail Mds.</i>
D.1.a	Chapter 23	Chapter 10	Chapter 11			Chapter 19
D.1.b	Chapter 23	Chapters 43 & 44	Chapters 11 & 42			Chapter 19
D.1.c.	Chapters 3 & 7	Chapters 39, 43, & 44	Chapters 11, 42, & 43		Chapters 37 & 42	Chapter 19
D.1.d.	Chapter 6	Chapters 43 & 44	Chapters 11 & 42	Chapter 23	Chapter 35	
D.1.e.		Chapters 10, 11, & 45	Chapters 11 & 12			Chapters 19 & 55
D.2.a.	Chapter 27	Chapter 4	Chapter 5	Chapters 3 & 24	Chapter 37	
D.2.b.	Chapter 27	Chapter 4	Chapter 5	Chapters 3 & 24	Chapters 1 & 37	Chapter 34
D.2.c.	Chapter 12	Chapter 27	Chapter 38	Chapter 20	Chapter 41	
D.3.a.	Chapter 23	Chapter 11	Chapter 12	Chapters 8 & 23	Chapter 36	Chapter 20
D.3.b.	Chapter 23	Chapter 11	Chapter 12	Chapter 23	Chapter 36	Chapter 19
D.3.c.	Chapter 23	Chapters 10 & 11	Chapters 11 & 12	Chapter 23	Chapter 36	Chapter 16
D.4.a.	Chapter 7			Chapters 7 & 22		Chapters 8 & 23
D.4.b.	Chapter 7	Chapters 32 & 33		Chapters 7 & 22		Chapters 8 & 23
D.4.c.	Chapter 27	Chapter 23	Chapter 23		Chapter 37	Chapter 41
D.5.a.	Chapter 23	Chapter 10	Chapters 11 & 12	Chapter 23	Chapter 36	Chapter 34
D.5.b.	Chapter 17	Chapter 11	Chapters 12 & 39		Chapter 36	Chapters 2, 16, & 19
D.6.a.	Chapter 23	Chapters 9, 10, & 11	Chapter 12			
D.6.b.	Chapter 6					
D.6.c.		Chapters 10 & 11	Chapters 11 & 12			Chapters 19
D.6.d.		Chapter 10	Chapters 11 & 12			Chapters 7 & 16
D.6.e.	Chapter 4		Chapter 26	Chapter 14		Chapter 24